

2015 / 2016 City Council Work Plan Priorities
March 2015

Goals	Project Description
BERNAL PROPERTY	
<i>Develop Bernal Community Park</i>	
Bernal Community Park - Phase II	Phase II Bernal Park improvements will include three synthetic sports fields, open space features, shade structures, a riparian habitat, and native plant species. It will also include the planned oak woodlands area as envisioned in the approved park master plan.
Dog Park -- Bernal Property	Complete Dog Park on Bernal Property adjacent to Marilyn Kane Trail.
Community Farm Master Plan -- Bernal Property	Prepare a Community Farm Master Plan for the Bernal Property. The farm will serve local and regional 4-H clubs and other related organizations to enhance youth-related activities and education in areas of farming and agriculture. Project would require use of City-owned land on the Bernal Property.
Increase Native Tree Plantings along Marilyn KaneTrail	Plant additional native vegetation along Marilyn Kane Trail consistent with approved Bernal Park Master Plan.

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GENERAL PLAN	
<i>Implement General Plan and pursue long-term advanced planning activities</i>	
Old Vineyard Avenue Trail	Construct Old Vineyard Avenue Trail, to coincide with the development of the Chrisman PUD as funding is received from corridor development projects (i.e., not City funded).
East Side Specific Plan	Prepare a Specific Plan for East Pleasanton as a coordinated effort between commercial and residential property owners, major stakeholders, and the Pleasanton community, including residents of East Pleasanton.
Consolidation of Hacienda PUDs	This will involve the combining of two governing PUDs into one comprehensive document to reflect existing standards for the park, including landscaping guidelines and other related matters. Changes will be mostly non-substantive, but will streamline operating rules and procedures for the park association and individual property owners.
Fairgrounds Master Plan	Work with ALCO reps, Fair Association and interested stakeholders to develop a comprehensive master plan for the Fairgrounds to enhance and improve existing facilities, as well as consider opportunities to privatize certain segments of the facility for land use development to accommodate visitors. Examples include a hotel/conference center, retail, etc.
City Service Extension to Unincorporated Happy Valley Feasibility Study	LAFCO has requested the City initiate a comprehensive feasibility analysis to enable the extension of City water services to the unincorporated Happy Valley Area. This project will be initiated in 2016.

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CITY FINANCES	
<i>Maintain fiscal sustainability</i>	
Development Impact Fee "Nexus Study" (AB 1600)	The City's development fees were last updated in 1998. Assembly Bill 1600 requires cities to conduct a "nexus study" anytime fees are adjusted. The study provides a nexus between new development fees and all future public improvements (e.g., parks, streets, public facilities). A revised nexus study would ensure that new development pays its pro rata share of public improvements; it also allows the City to adjust the list of eligible public projects for development fee financing.
Comprehensive User Fee Study	This will involve evaluating City fees to determine appropriateness of existing amounts. This will primarily involve evaluation of development processing fees (e.g., planning, building, engineering).
Water and Sewer Rate Adjustments	Adjust water and sewer rates consistent with Prop 218 requirements. This effort will ensure fiscal sustainability for the City's two utility enterprises by minimizing General Fund subsidies over the next five years, as well as allow for the establishment of new Recycled Water Rates for commercial irrigation prior to the completion City's new distribution system.
2015-2019 Capital Improvement Plan	Adopt a 4-year Capital Improvement Plan prior to July 1, 2015 to address existing and future infrastructure needs.
2015/16-2016/17 Operating Budget	Adopt a two-year operating budget to address service needs throughout the community, consistent with City's General Plan fiscal policies and approved performance metrics.

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AFFORDABLE HOUSING	
<i>Address affordable housing needs</i>	
Inclusionary Zoning Ordinance Update	Recent litigation has challenged the validity of the City's Inclusionary Zoning Ordinance and the Housing Element anticipates modifications to address City goals and objectives regarding affordable housing.
Redevelop Kottinger Place	Implement the approved development concept identified in the Kottinger Place and Pleasanton Gardens Predevelopment Analysis Report resulting in a new affordable senior housing development on the current Kottinger Place and Pleasanton Gardens sites.
Workforce Housing Financing Analysis	Perform analysis of financing alternatives available for workforce housing. This project to be conducted in 2016.

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TRAFFIC CIRCULATION	
<i>Implement improved traffic circulation measures</i>	
Improve Traffic Circulation	The General Plan Traffic Circulation Element will be used as a framework for implementation, including but not limited to, local and regional infrastructure improvements, signal timing, best practices, the bike and pedestrian master plan and other related initiatives.
Bike/Ped/Trail Master Plan Update	Update the Pedestrian and Bicycle Master Plan. The Plan was adopted by the City Council in 2010 and contains goals and policies for developing and implementing pedestrian and bicycle networks. Included within the plan is recommendation to update document every 5 years.
State Route 84	Support state and regional efforts to improve State Route 84 including the widening to four lanes between Pigeon Pass and I-680.
BART to Livermore	Monitor and mitigate Pleasanton impacts throughout the planning process, working with Dublin, Livermore and BART representatives.

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ECONOMIC DEVELOPMENT	
<i>Foster economic prosperity</i>	
Infrastructure Assessment and Enhancement (e.g. broadband, cell coverage, etc.).	Convene public and private sector interests to collaboratively address constraints noted in business survey by assessing current infrastructure, identifying gaps and proposing solutions.
Economic Development Zone	Work with participating property owners to complete the EDZ to incentive redevelopment of Johnson Drive area with new freeway oriented land-uses, including commercial, office, and retail.
Business Needs Survey	Conduct second survey of Pleasanton businesses to gauge improvements and changes in addressing identified business needs and satisfaction.
YOUTH PROGRAMS	
<i>Strengthen youth programs, services and activities</i>	
Health and Safety Issues and Policies	Youth Commission to engage and inform the community and City regarding proposed modifications to health and safety policies (e.g. smoking ordinance, etc.).
Expand Connections to Youth and Teen Services	Expand pathways to promote awareness and access to human services that relate to youth and teens (e.g. youth and teen pocket guide, creation of mobile app, etc.).
Expand Leadership Development Opportunities	Expand youth and teen leadership development opportunities (e.g. teen summit, school year leadership in training program, etc.).
Initiate Youth/Teen Survey	Consideration of a community wide survey of Pleasanton youth concerning youth issues and service gaps.

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PUBLIC SAFETY	
<i>Ensure a safe and secure community</i>	
North Pleasanton Police Substation	In partnership with Workday, BART and Simon Properties, construct a police substation in North Pleasanton to enable enhanced public safety services for the area.
Fire Station #3 Building Assessment	As the oldest station in the City, significant repair and replacement is required to address basic needs. The facility also houses the City's ladder truck and may need to accommodate expanded equipment in the future.
Comprehensive Disaster Response Planning	Update the City's Comprehensive Disaster Response Plan, initiate training and conduct staff-level mock exercise with various regional partners.

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QUALITY OF LIFE	
<i>Protect and enhance Pleasanton's quality of life</i>	
Second Bernal Bridge (crossing Arroyo de la Laguna)/Foothill Road	Project builds a second bridge adjacent to the historic steel bridge. The bridge enables left-turn access into the Windsor development. Maintenance/repainting of existing bridge is also required.
Acquisition of the Vacant City and County of San Francisco Site Adjacent to the City Library	Involves acquisition of land adjacent to the Library from City and County of San Francisco (property owner). City has \$1.9 million in reserves for this acquisition.
Civic Center/Library Master Plan	Conduct planning and finance studies to evaluate options for developing a new library, police station and civic center at the existing downtown location or at alternative locations, such as the Bernal Property. This may be expanded to include a new Community/Teen Center and other related public uses on the Bernal Property.
Old Stanley Blvd Resurfacing and Utility Undergrounding	Project involves undergrounding of utilities, landscaping and resurfacing of Old Stanley Road.
Alviso Adobe Community Park Visioning	This project would involve an effort to evaluate and enhance programming at the Alviso Adobe Community Park, which may allow for modest capital improvements at the site to facilitate more ongoing interaction with the community.
Convert Callippe Trail to multi-use	Initiate steps with the Parks and Recreation Commission to evaluate expansion of the Callippe Trail into a multi-use trail to include mountain bikes, equestrians and pedestrian, and estimate the project cost.
Cemetery Master Plan Implementation	Upon completion of Priority I Tasks, identify funding for Priority II & III Tasks, which will include preliminary site work and infrastructure improvements to support the proposed Veteran's Memorial at the Pioneer Cemetery.
Two-Additional Tennis Courts at Tennis Park	Design and construct two additional tennis courts at Tennis and Community Park, consistent approved with master plan.

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Goals	Project Description
<i>Protect and enhance Pleasanton's quality of life (Cont'd.)</i>	
Joint use of High School Tennis Courts	Work with PUSD to expand public access to Amador Valley and Foothill High Schools tennis courts to address citywide demands per the City's Parks and Recreation Master Plan.
Add Bocce Courts in Pleasanton	Initiate review by Parks and Recreation Commission to determine location and estimate costs for adding additional bocce courts in Pleasanton, with consideration for the Pleasanton Senior Center
Castleridge Access	Work with EBRPD to develop a staging area to allow public access to the Castleridge property and Pleasanton Ridge.
Community Center/Teen Center	Consider the design and construction of a Community/Teen Center on the Bernal Property concurrent with the Civic Center/Library Master Plan effort.
Sound Wall Repair and Replacement	Initiate repair and replacement of sound walls on Valley Avenue from Busch to Hopyard, as well as Stoneridge Drive and West Las Positas.
Enhance Cultural Diversity Connections within the Community of Pleasanton	Celebrate cultural diversity and enhance connections among disparate populations in Pleasanton, including racial/ethnic groups, national origin/heritage, and age/generations by placing more emphasis on planning events that appeal to diverse residents and strengthening the arts marketing efforts to reach all residents as identified in the City's Cultural Arts Strategic Plan.
Improve availability to Dental Services for underserved residents	Identify short- and long-term strategies, initiatives and programs to provide dental services for underserved Tri-Valley residents as identified in the City's Human Services Strategic Plan.
Expand Outreach to Non-Profits	Expand outreach and collaboration efforts with non-profits to remove systemic challenges in the areas of local collaboration, funding, and County-wide coordination as identified in the City's Human Services Strategic Plan.
Arroyo Mocho Trail (from Canal to Stoneridge Creek development on the Northside of the Arroyo)	Construct trail as envisioned by Staples Ranch Specific Plan.

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Support Sunflower Hill in identifying options for housing	Support and facilitate construction of special needs housing in Pleasanton; work with private developers, regional agencies and other related parties to achieve this objective.
<i>Downtown</i>	
Pursue Historic Preservation Guidelines	Complete process to implement revised historic preservation guidelines for Downtown.
Lions Wayside and Delucchi Park	Design and construct new park consistent with approved master plan.
Downtown Specific Plan Update	Update the Downtown Specific Plan as a framework for proposed downtown initiatives to ensure alignment with land use, improvements (e.g. revitalize Division Street to Firehouse Arts Center, enhanced gateways and way-finding signage) and business attraction and retention. Evaluate extension of the historic railroad alignment to create a downtown stop near the intersection of Sunol/Bernal/First. Effort should also be coordinated with Civic Center/Library Master Plan effort.
Recruiting and Retaining Retail Downtown	Continue to implement a coordinated effort between the City's Economic Development and Planning staff, the Pleasanton Downtown Association, the Economic Vitality Committee and other key stakeholders to develop and encourage more retail Downtown.
Expand and Improve Parking in Downtown	Work to increase public parking by working with the Pleasanton Downtown Association, property owners and others toward the development of additional parking in downtown, including promotion and awareness of parking, assessment districts and future City of Pleasanton improvements.
Enhance awareness of the Firehouse Arts Center	Work with all stakeholders to increase the vitality of the Firehouse Arts Center in Downtown and encourage more partnership through marketing/advertising opportunities and outreach.
Rotary Park - Phase I	Construct Phase I improvements consistent with approved master plan.

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<i>Downtown (Contd.)</i>	
Signature Downtown Arts Event	Enhance arts and cultural programming available to residents, workers and visitors through consideration of a signature event/festival, working with the PDA to target and refine scheduling and focus of art events downtown as identified in the City's Cultural Arts Strategic Plan.
Downtown Wifi	Invest and upgrade the City's existing Downtown Wifi network into a more reliable platform for public use.
ENVIRONMENTAL AWARENESS	
<i>Pursue environmental awareness, health, land use and preservation issues</i>	
Phase I Recycled Water Distribution System	Design and construct Phase I improvements into the Hacienda business park and Ken Mercer Sports Park.
Automated Water Meter Infrastructure Upgrade	Upgrade and install automated water-meters to enable more efficiencies by the City and end-users.
Advanced Recycled Water Projects (e.g. IDPR, etc.)	Monitor and consider recommendations for advanced recycled water projects, including indirect potable reuse (IDPR), as appropriate.
Refuse Franchise Agreement	Develop a new refuse and recycling franchise agreement to manage solid waste services throughout the community.
Drought/Water Conservation Strategies	Work with Zone 7 and surrounding water agency partners to manage drought conditions and develop comprehensive conservation policies and communication strategies.

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Goals	Project Description
CITY SERVICES	
<i>Operate an effective and cost-efficient government</i>	
Jointly plan facilities for increased student population	Work with Pleasanton Unified School District and developers to plan facilities for increased student population, following adoption of the City's Housing Element.
Assessment of Paratransit Services	Initiate an assessment of the City's paratransit system to ascertain if greater efficiencies can be achieved in partnership and/or in consolidation/reorganization with surrounding service providers (e.g. LAVTA).
Implement a Financial/Human Resource/Payroll Enterprise System Software for City operations	Acquire and implement a new software conversion to improve efficiencies, eliminate operational redundancies, and system reliability for the City organization in the areas of finance, human resources and payroll.
Performance Metrics and Community Survey	Continue to maintain and report annually regarding the City's performance metrics and adjust targets as necessary to address community concerns and/or desired results. Initiate community satisfaction survey as well to accompany metrics.